

healthy  options®  
Q3 2024 ROLLOUT



- **This will serve as the first part of the rollout for Q3.**
- This guide will show you what visuals are new and which ones are to be retained.
- For ENDCAPS, there are only 2 changes:
  - Farm - Coco Crisps to be changed to Mom's Haus of Mushroom Chips
  - Plant Protein GWP – to be changed to BK Mug GWP
- For HIGHLIGHTS, there are only 3 changes:
  - Grocery Cereals – HO Muesli and Pacific Foods milk to be changed to HO Granola and Plenish milk
  - PCare Sunscreens – talkers, visuals, and background to be changed
  - PCare Hair: Herbatint to be changed to Tints of Nature



- Delivery of visuals for Metro Manila have already started.
- HOCK, HOPP, HONU to receive visuals by next week through HOD.
- VISMIN stores to receive visuals by next week through LBC.
- Send execution photos via Viber 
- Deadline for Metro Manila stores: July 12
- Deadline for HOCK, HOPP, HONU, VISMIN: July 15



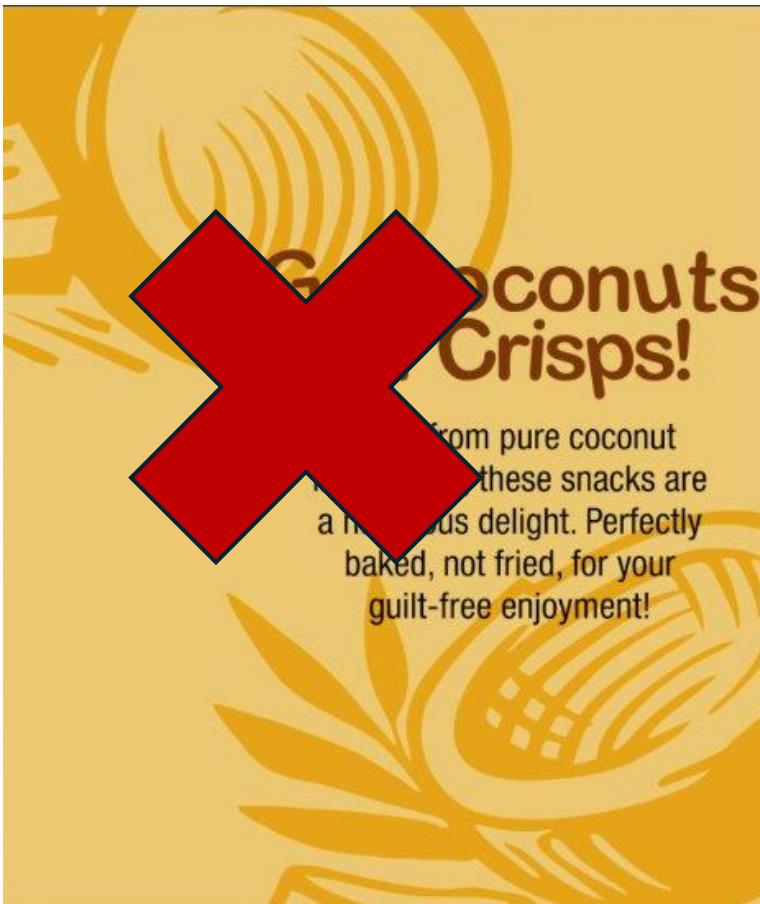
# ENDCAP

## FARM



# WHAT TO DO

1 Remove Coconut Crisps talker and SKUs

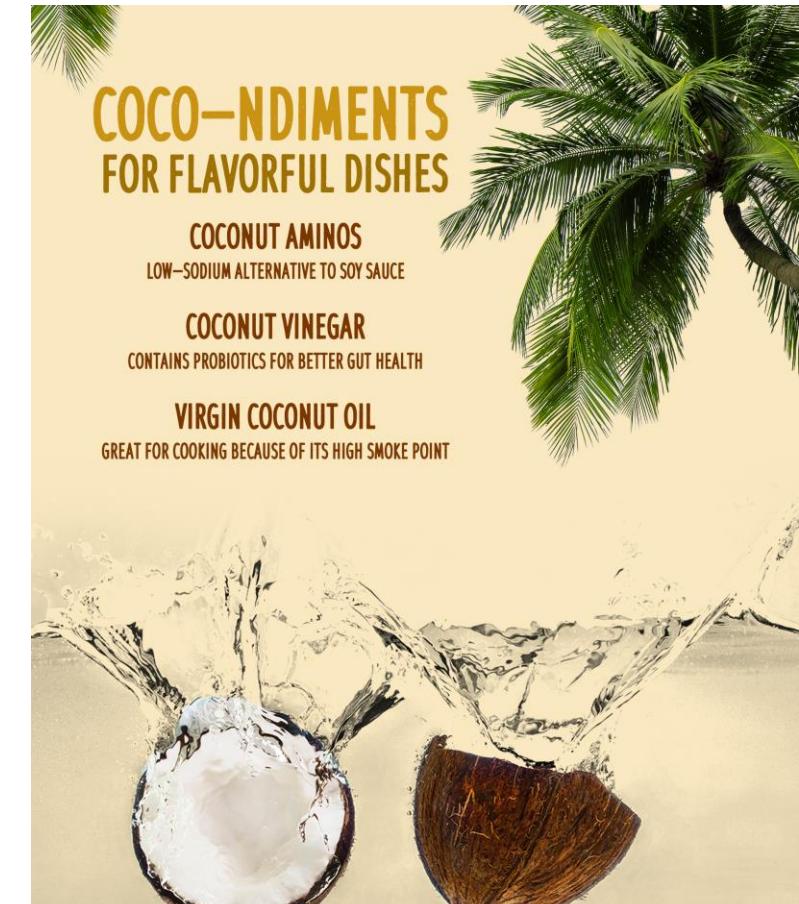


2 Replace with NEW Mushroom Chips talker and add Mom's Haus of Mushroom SKUs



NEW TALKER

3 Retain Cocondiments talker and SKUs



## NEW TALKER



## HERO PRODUCTS

UPC	DESCRIPTION
4809015398654	MUSHROOM CHIPS PILIPINO ADOBO GARLIC 50G
4809015398708	MUSHROOM CHIPS SINGAPOREAN SALTED EGG 50G
4809015398692	MUSHROOM CHIPS THAI SRIRACHA WITH LIME 50G



# ENDCAP

GWP BK MUG

**SEE GUIDELINES HERE**



## WHAT TO DO

1

Remove GWP Plant Protein display



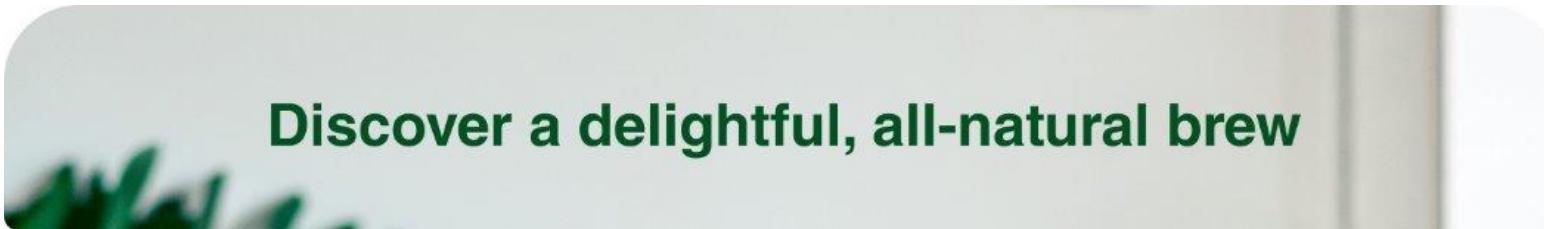
# BK GWP MUG

## WHAT TO DO

2 Replace with GWP BK Mug display

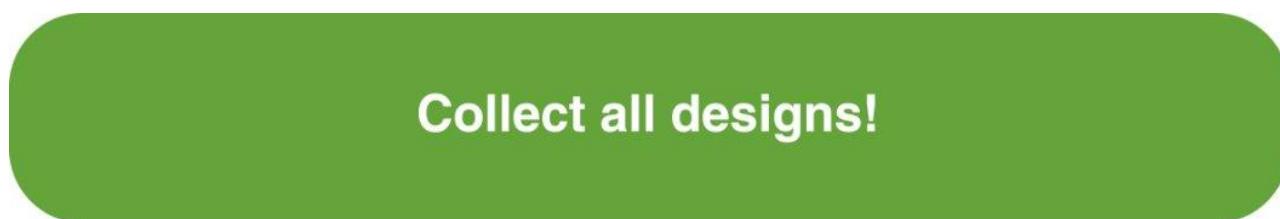


# BK GWP MUG

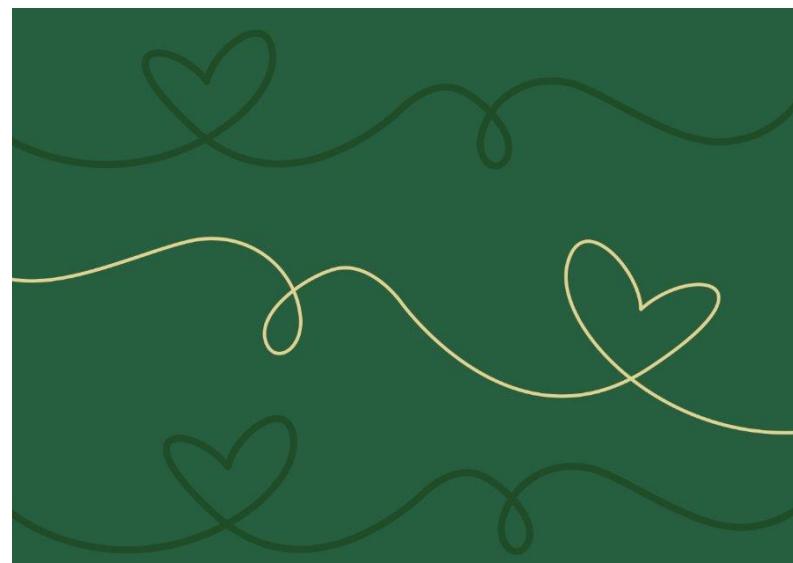


ENDCAP HEADER

Discover a delightful, all-natural brew



STRIP LABEL



BACKGROUND



# GROCERY HIGHLIGHT

## CEREALS

**Breakfast is crucial for kickstarting your day.**

**Why?**

- Provides essential nutrients and energy.
- Improves focus and maintains a healthy metabolism.

**hearty breakfast made easy**



## WHAT TO DO

1

Retain background, key visual & strip label



hearty breakfast made easy



## WHAT TO DO

- 2 Remove recipe talker  
Remove HO Mueslis SKUs  
Remove Pacific Plant-Based milk SKUs

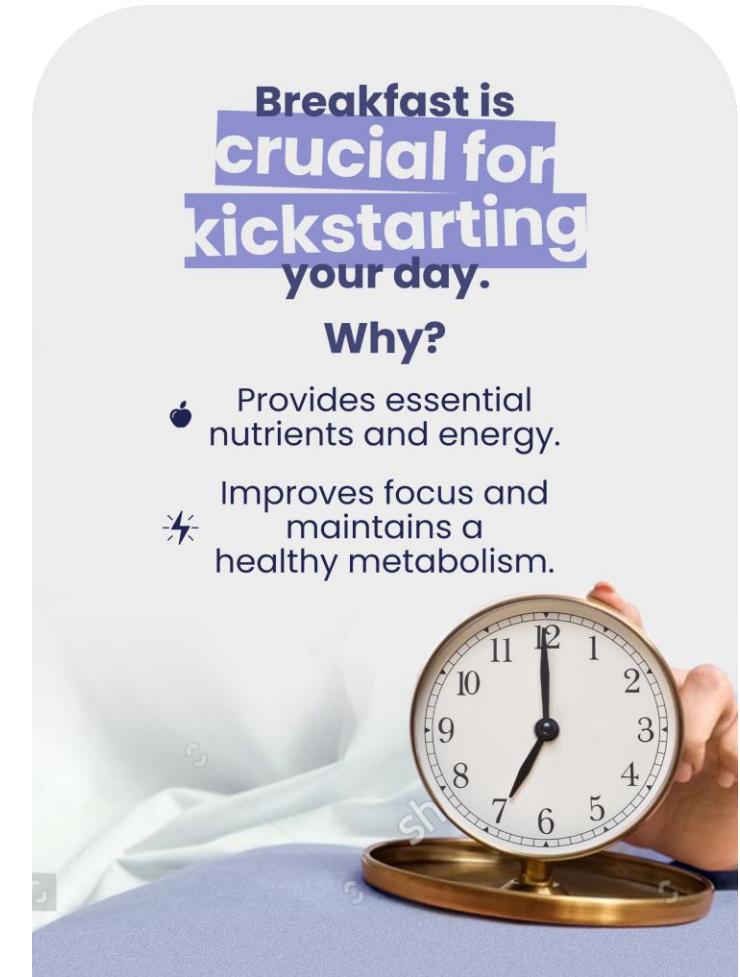


- 3 Replace with NEW HO Granola talker and hero SKUs



NEW TALKER

- 4 Retain breakfast talker



# CEREALS

## NEW TALKER

Enjoy an organic breakfast with healthy Options<sup>®</sup> granola!

add your choice of milk, mix together, and enjoy!



**Breakfast is crucial for kickstarting your day.**

### Why?

- 🍎 Provides essential nutrients and energy.
- ⚡ Improves focus and maintains a healthy metabolism.

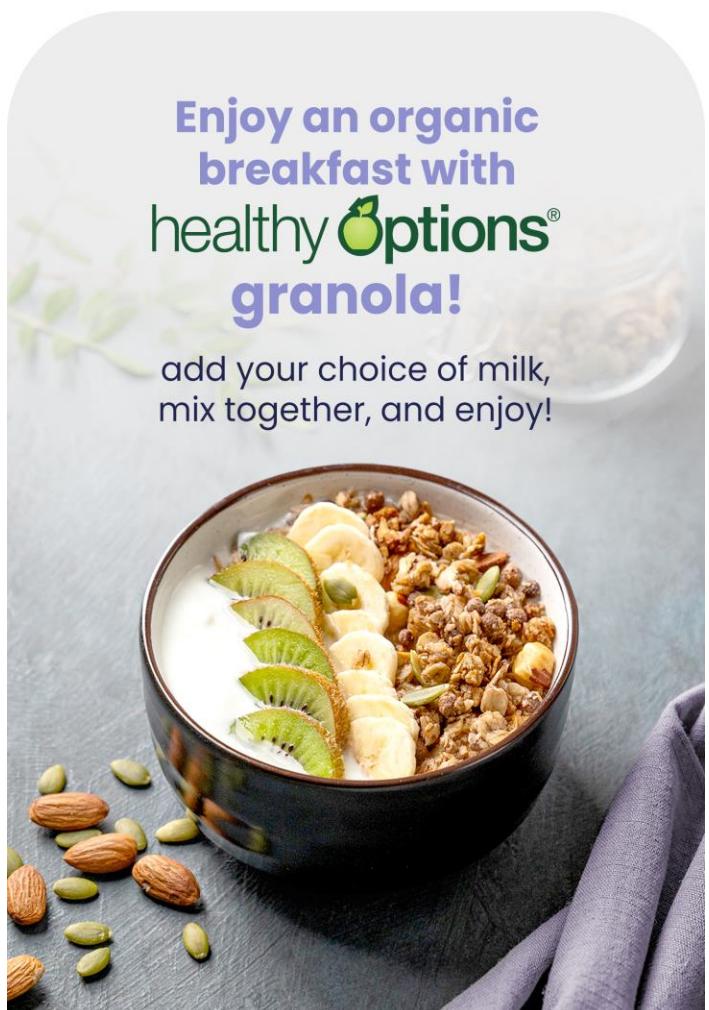


**hearty breakfast made easy**



# CEREALS

## NEW TALKER



Enjoy an organic  
breakfast with  
healthy Options®  
granola!

add your choice of milk,  
mix together, and enjoy!

## HERO PRODUCTS

UPC	DESCRIPTION
4806036301298	HO GRANOLA CLASSIC NUT-FREE(O) 14 OZ
4806036301045	HO GRANOLA DARK CHOC MULBERRIES(O) 14 OZ
4806036301038	HO GRANOLA DARK CHOC HAZELNUT(O) 14 OZ
4806036301304	HO GRANOLA ALMOND N BERRIES(O) 14 OZ
5060362071600	PLENISH CASHEW MILK UNSWTND(O) 1L NP
5060362071709	PLENISH OAT MILK UNSWTND(O) 1L NP
5060362071242	PLENISH SOYA MILK UNSWTND(O) 1L



# CEREALS

## NEW TALKER

Enjoy an organic breakfast with healthy Options® granola!

add your choice of milk, mix together, and enjoy!



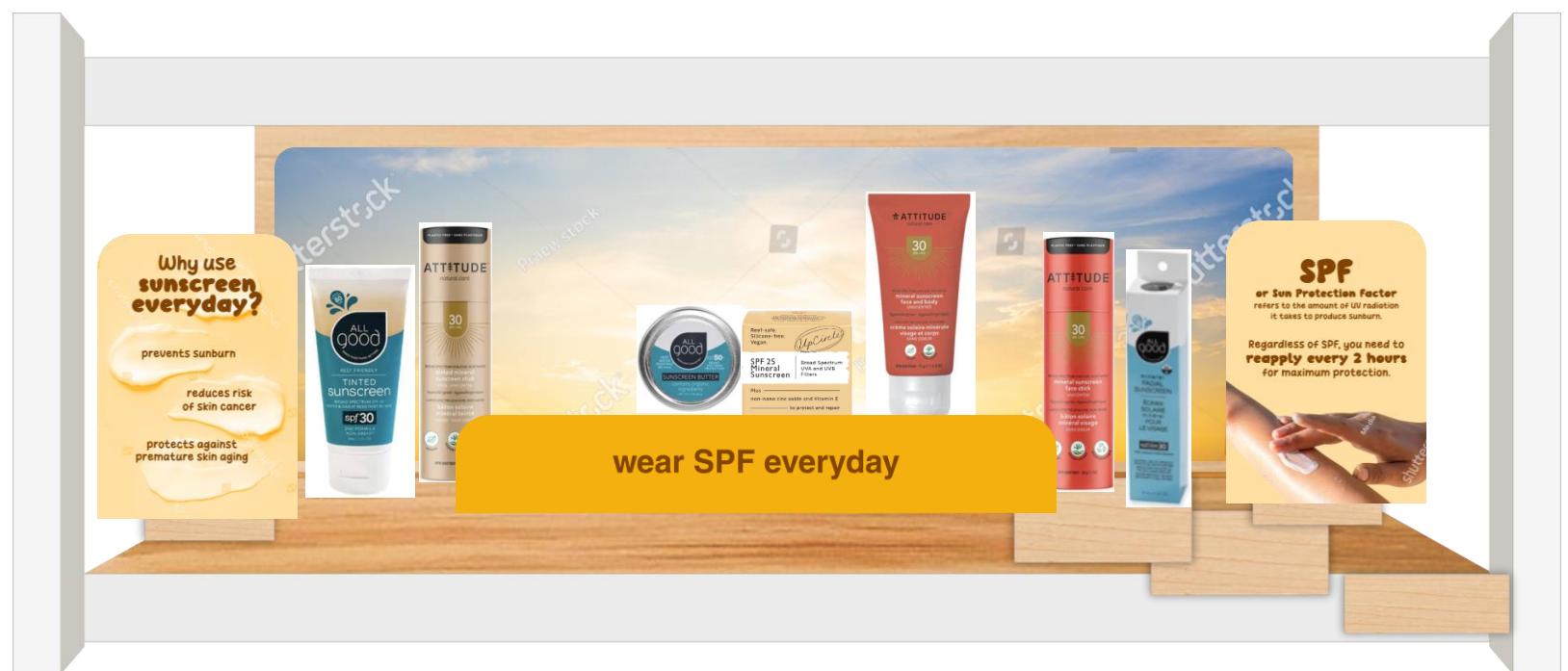
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# PCARE HIGHLIGHT

## SUNSCREENS



# SUNSCREENS

## WHAT TO DO

1

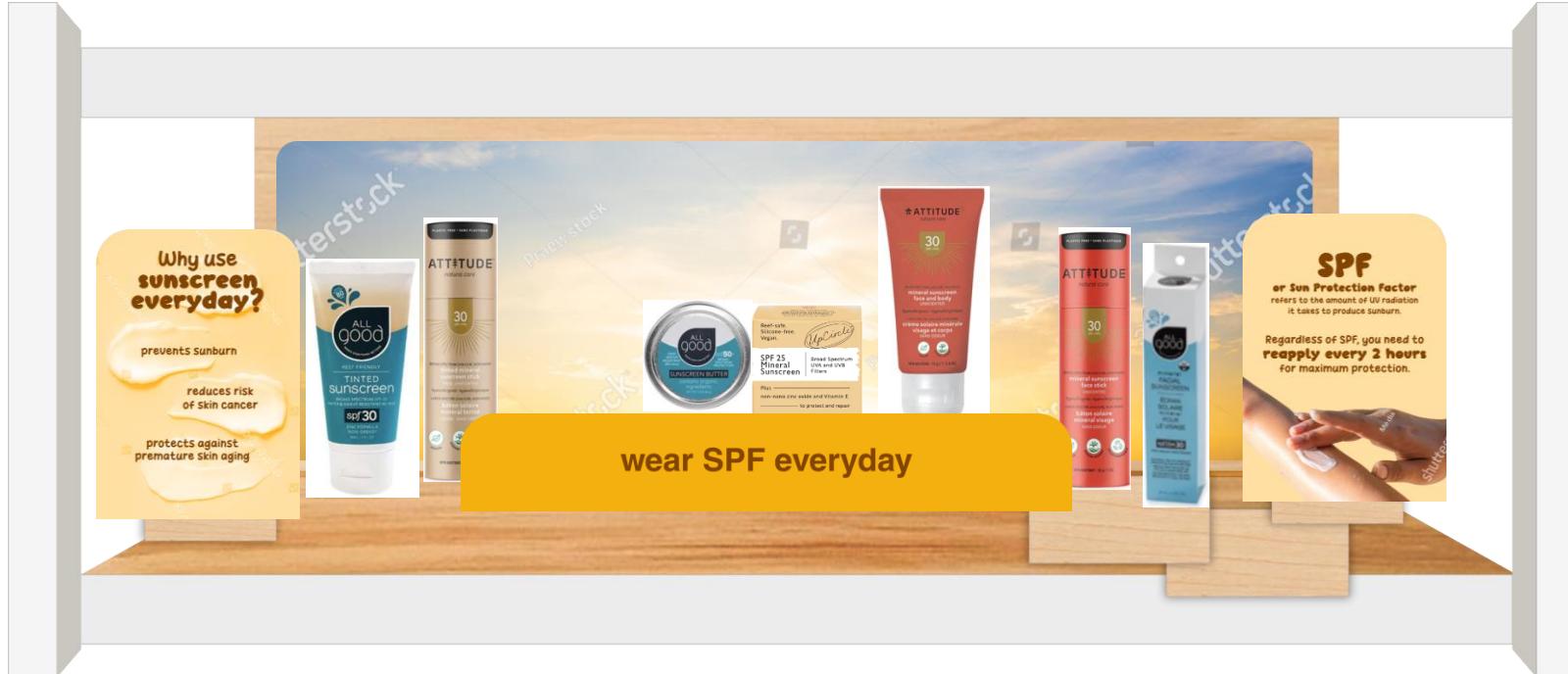
Remove Q1 sunscreens display



# SUNSCREENS

## WHAT TO DO

### 2 Replace with NEW sunscreens display



### WALL HIGHLIGHT



# SUNSCREENS

## WHAT TO DO

### 2 Replace with NEW sunscreens display



PCARE GLORIFIER



# SUNSCREENS



BACKGROUND

Wear SPF everyday

STRIP LABEL



### SPF

**or Sun Protection Factor**  
refers to the amount of UV radiation  
it takes to produce sunburn.

Regardless of SPF, you need to  
**reapply every 2 hours**  
for maximum protection.



### Why use sunscreen everyday?

Prevents sunburn

Reduces risk  
of skin cancer

Protects against  
premature skin aging



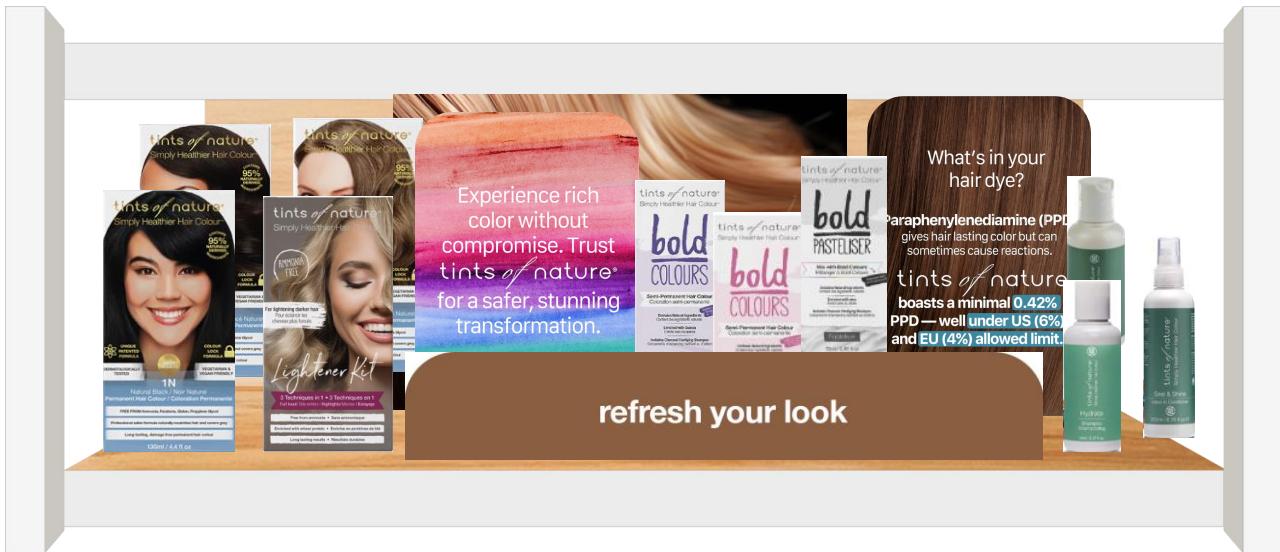
# SUNSCREENS

## HERO PRODUCTS

UPC	DESCRIPTION
852570006797	ALL GOOD SPF 30 FACIAL SUNSCREEN 1.7 OZ
852570006810	ALL GOOD SPF 30 TINTED SUNSCREEN 3OZ
852570006360	ALL GOOD SUN BUTTER SPF 50 1 OZ
626232160239	ATTITUDE SUNSCREEN FACE N BODY SPF 30 2.6 OZ
626232160406	ATTITUDE SUNSCREEN FACE STICK SPF 30 1 OZ
626232160413	ATTITUDE TINTED SUNSCREEN FACE STICK SPF 30 1 OZ
5060571721174	UPCIRCLE SUNSCREEN MNRL SPF 25 2 OZ



# PCARE HIGHLIGHT HAIR



## WHAT TO DO

1

Retain background & strip label



refresh your look



## WHAT TO DO

- 2 Remove Q1 talkers  
Remove Herbatint SKUs

Expertly formulated for salon-quality results without harmful chemicals  
(Free from Ammonia, Parabens, SLS, SLES,

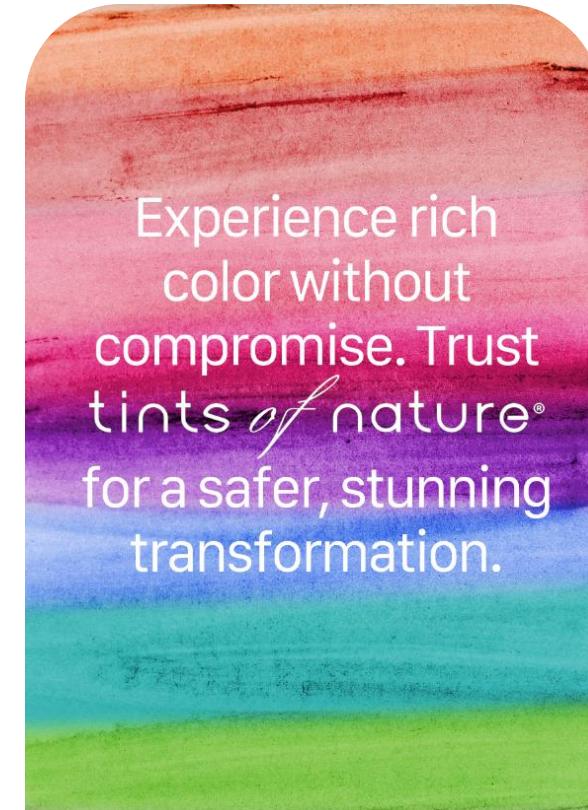


Enjoy vibrant, long-lasting color without the harsh chemicals ensuring healthy hair.



- 3 Replace with NEW Tints of Nature talkers and SKUs

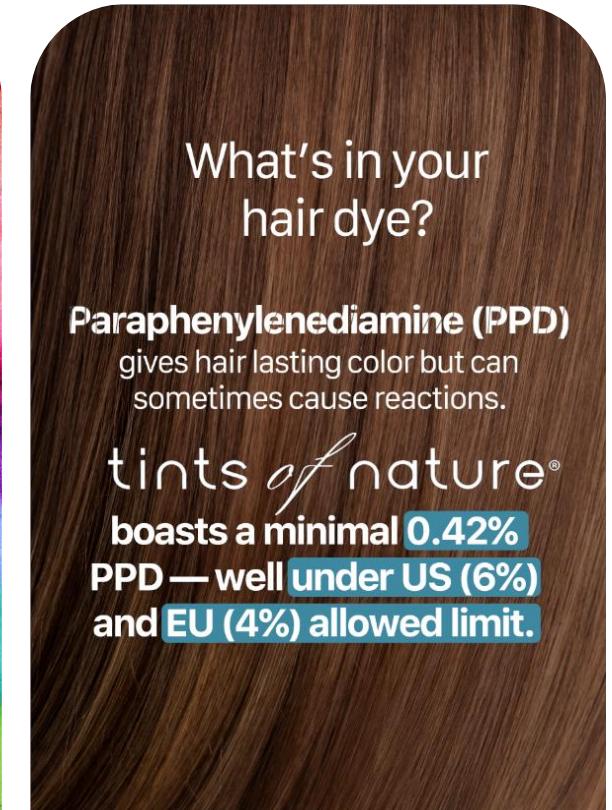
Experience rich color without compromise. Trust *tints of nature*® for a safer, stunning transformation.



What's in your hair dye?

Paraphenylenediamine (PPD) gives hair lasting color but can sometimes cause reactions.

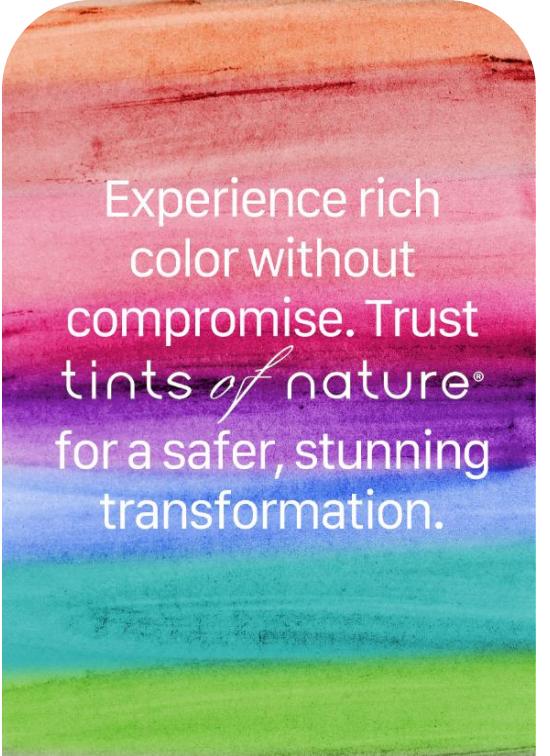
*tints of nature*® boasts a minimal 0.42% PPD — well under US (6%) and EU (4%) allowed limit.



NEW TALKERS



## NEW TALKERS



Experience rich color without compromise. Trust *tints of nature*® for a safer, stunning transformation.

What's in your hair dye?

**Paraphenylenediamine (PPD)** gives hair lasting color but can sometimes cause reactions.

*tints of nature*® boasts a minimal 0.42% PPD — well **under** US (6%) and EU (4%) allowed limit.



refresh your look



# CEREALS

## HERO PRODUCTS

UPC	DESCRIPTION
704326100306	TN 3N NAT DARK BRWN 4.2OZ
704326100603	TN 6N NAT DK BLONDE 4.2OZ
704326100108	TN 1N NAT BLACK 4.2OZ
704326102157	TN LIGHTENING KIT
704326426710	TN BOLD PURPLE 2.46OZ

UPC	DESCRIPTION
704326426611	TN BOLD PINK 2.46OZ
704326427113	TN BOLD PASTELISER 2.46OZ
704326200303	TN SHAMPOO HYDRATE 2.37OZ
704326200402	TN CONDITIONER HYDRATE 2.37OZ
704326000262	TN CONDITIONER SEAL & SHINE 200 ML



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